

Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1990 - 1991	Number of companies...			
	Group I	Group II	Group III	All
21% or over	3	6	4	13
11% - 20%	0	1	2	3
1% - 10%	1	2	2	5
-9% - 0	3	0	1	4
-19% - -10%	2	0	2	4
-20% or under	1	4	0	5

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90
January	\$ 32,859	\$ 34,444	105%	\$ 4,922,879	\$ 4,816,664	98%	53,311	50,026	94%
February	40,703			5,875,363			66,644		
March	49,003			6,913,166			78,086		
April	43,989			6,249,556			70,525		
May	49,008			7,015,736			78,831		
June	52,894			7,451,977			81,615		
July	47,111			6,391,290			66,935		
August	41,928			5,853,906			60,903		
September	43,201			6,073,590			70,410		
October	52,897			7,290,287			81,830		
November	55,987			7,628,637			81,683		
December	55,640			7,550,082			74,269		
Year total	\$565,220			\$79,216,469			865,042		
Year to date	\$ 32,859	\$ 34,444	105%	\$ 4,922,879	\$ 4,816,664	98%	53,311	50,026	94%

	Premium per \$1,000			Average size policy			Premium per policy		
	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90
January	\$ 6.67	\$ 7.15	107%	\$ 92,343	\$ 96,283	104%	\$ 616	\$ 689	112%
February	6.93			88,160			611		
March	7.09			88,533			628		
April	7.04			88,615			624		
May	6.99			88,997			622		
June	7.10			91,306			648		
July	7.37			95,485			704		
August	7.16			96,119			688		
September	7.11			86,260			614		
October	7.26			89,091			646		
November	7.34			93,393			685		
December	7.37			101,659			749		
Year total	\$ 7.14			\$ 91,575			\$ 653		
Year to date	\$ 6.67	\$ 7.15	107%	\$ 92,343	\$ 96,283	104%	\$ 616	\$ 689	112%

January Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1990	1991	1990	1991	1990	1991
Group I	Month	\$ 20,148	\$ 20,801	\$ 2,856,463	\$ 2,643,158	34,799	30,654
	Year to date	\$ 20,148	\$ 20,801	\$ 2,856,463	\$ 2,643,158	34,799	30,654
Group II	Month	\$ 9,636	\$ 9,990	\$ 1,571,809	\$ 1,613,966	14,212	14,754
	Year to date	\$ 9,636	\$ 9,990	\$ 1,571,809	\$ 1,613,966	14,212	14,754
Group III	Month	\$ 3,075	\$ 3,653	\$ 494,607	\$ 559,540	4,300	4,618
	Year to date	\$ 3,075	\$ 3,653	\$ 494,607	\$ 559,540	4,300	4,618

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per \$1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 10 years' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 34 companies plus six subsidiary companies operating in Canada. The contributors represent 76 percent of the 1989 Canadian ordinary volume sold and 80 percent of 1989 first-year collected premiums. Since no industry data are available on total annualized new ordinary premiums, the proportion of annualized premiums represented

by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per \$1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

Life Insurance Marketing and
 Research Association, Inc.
 P.O. Box 208, Hartford, Connecticut 06141

Contributors

Group I
 Canada Life
 Great-West Life†
 Industrial-Alliance Life†
 (includes North West Life of
 Canada)
 London Life†
 Manufacturers Life†
 Metropolitan Life†
 (includes Metropolitan Life of
 Canada)
 Mutual Life of Canada†
 North American Life (Canada)†
 Prudential of America†
 Sun Life of Canada†

Group II
 L'Assurance-Vie Desjardins †
 Commercial Union Life of Canada
 Confederation Life
 Co-operators Life

Crown Life†
 Imperial Life of Canada
 La Laurentienne†
 (includes Laurentian Life of Canada)
 National Life of Canada
 New York Life†
 (includes New York Life of Canada)
 Prudential of England
 (includes Prudential Life of England)
 Seaboard Life†
 Transamerica Occidental Life†
 (includes Transamerica Life of
 Canada)
 Zurich Life of Canada†

Group III
 Assumption Mutual Life
 COLONIA Life†
 Equitable Life of Canada†
 Financial Life of Canada†
 Knights of Columbus†

Laurier Life†
 Lutheran Life of Canada†
 Royal Life (Canada)†
 La Solidarite
 State Farm Life†
 L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share charts.

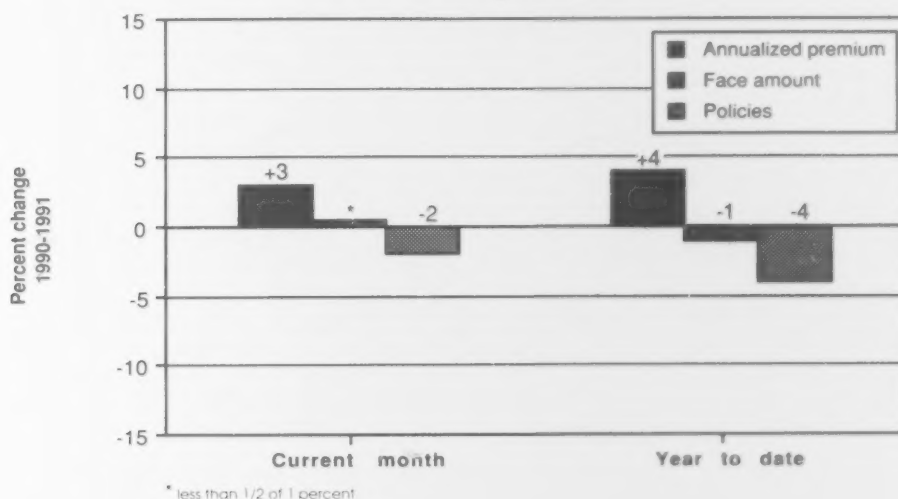


MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

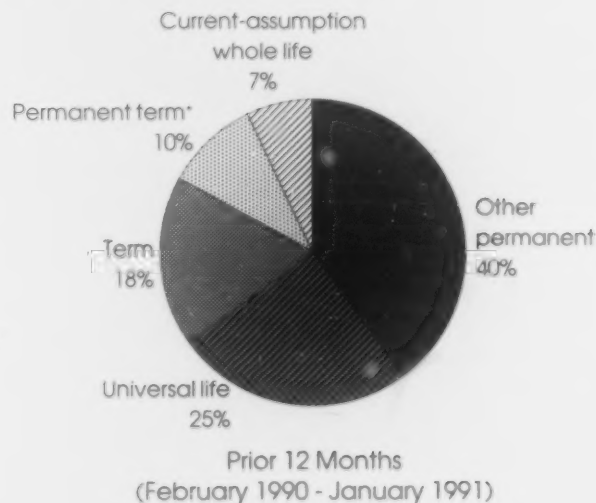
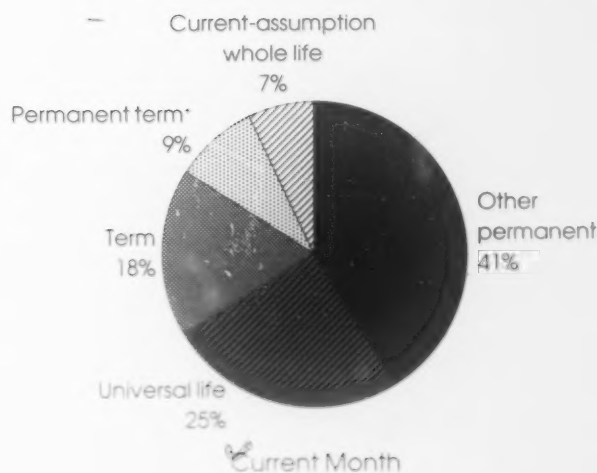
I/R Code 47.40
February 1991

Individual Sales

34 Companies



Annualized Premium Market Share by Product 25 Companies Representing 85 Percent of February Sales



* Estimate based on 18 companies



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Sales Comparisons with Last Year

Ratio 1991/1990

		Annualized premiums	Face amount	Number of policies
Permanent term (18 cos.)	Month	82%	84%	93%
	Year to date	89%	86%	90%
All other term (22 cos.)	Month	100%	98%	97%
	Year to date	100%	97%	96%
Universal life (18 cos.)	Month	123%	120%	123%
	Year to date	124%	123%	121%
Current-assumption whole life (9 cos.)	Month	95%	91%	93%
	Year to date	90%	84%	86%
All other permanent (21 cos.)	Month	99%	92%	83%
	Year to date	99%	93%	83%

Policy Characteristics by Product

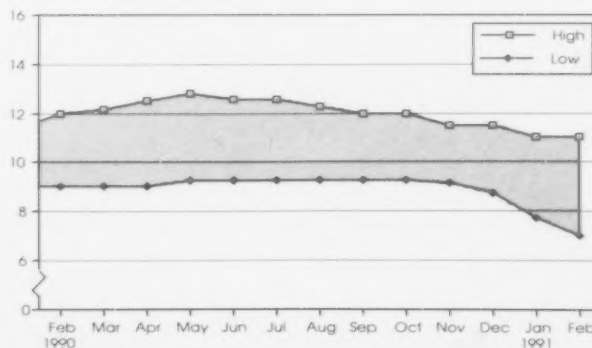
		Premium per \$1,000	Average size policy	Premium per policy
Permanent term (18 cos.)	Month	\$ 7.39	\$ 85,249	\$ 630
	Year to date	\$ 7.44	\$ 92,202	\$ 686
	Year-to-date ratio	103%	96%	99%
All other term (22 cos.)	Month	\$ 3.15	\$ 182,742	\$ 575
	Year to date	\$ 3.23	\$ 180,053	\$ 581
	Year-to-date ratio	104%	101%	104%
Universal life (18 cos.)	Month	\$ 8.73	\$ 92,048	\$ 804
	Year to date	\$ 9.13	\$ 94,509	\$ 862
	Year-to-date ratio	101%	101%	102%
Current-assumption whole life (9 cos.)	Month	\$ 8.52	\$ 39,017	\$ 333
	Year to date	\$ 8.76	\$ 39,875	\$ 349
	Year-to-date ratio	107%	98%	104%
All other permanent (21 cos.)	Month	\$ 11.80	\$ 57,361	\$ 677
	Year to date	\$ 11.89	\$ 57,105	\$ 679
	Year-to-date ratio	106%	112%	119%

Universal Life

Interest Rates This Month

Median	9.75%
Range	7.00% - 11.01%
Range of middle 50%	9.25% - 10.25%
Number of companies reporting	15
Number of plans reported	43
Number of new plans	0
Number of plans dropped	0
Number of plans showing...	
No change	10
Increases	1
Average increase	0.50%
Decreases	32
Average decrease	0.56%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1990 - 1991	Number of companies...			
	Group I	Group II	Group III	All
21% or over	1	3	3	7
11% - 20%	1	3	0	4
1% - 10%	3	2	5	10
-9% - 0	3	1	3	7
-19% - -10%	1	1	0	2
-20% or under	1	3	0	4

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90
January	\$ 32,859	\$ 34,311	104%	\$ 4,922,879	\$ 4,830,119	98%	53,311	50,007	94%
February	40,703	42,064	103	5,875,363	5,890,835	100	66,644	65,233	98
March	49,003			6,913,166			78,086		
April	43,989			6,249,556			70,525		
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November	55,987			7,628,637			81,683		
December	55,640			7,550,082			74,269		
Year total	\$565,220			\$79,216,469			865,042		
Year to date	\$ 73,562	\$ 76,375	104%	\$10,798,242	\$10,720,954	99%	119,955	115,240	96%

	Premium per \$1,000			Average size policy			Premium per policy		
	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90
January	\$ 6.67	\$ 7.10	106%	\$ 92,343	\$ 96,589	105%	\$ 616	\$ 686	111%
February	6.93	7.14	103	88,160	90,305	102	611	645	106
March	7.09			88,533			628		
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December	7.37			101,659			749		
Year total	\$ 7.14			\$ 91,575			\$ 653		
Year to date	\$ 6.81	\$ 7.12	105%	\$ 90,019	\$ 93,032	103%	\$ 613	\$ 663	108%

February Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1990	1991	1990	1991	1990	1991
Group I	Month	\$ 26,683	\$ 26,917	\$ 3,591,226	\$ 3,441,147	45,080	43,836
	Year to date	\$ 46,831	\$ 47,718	\$ 6,447,689	\$ 6,084,305	79,879	74,490
Group II	Month	\$ 10,581	\$ 10,894	\$ 1,762,055	\$ 1,772,474	16,477	15,596
	Year to date	\$ 20,217	\$ 20,751	\$ 3,333,864	\$ 3,399,895	30,689	30,331
Group III	Month	\$ 3,439	\$ 4,253	\$ 522,082	\$ 677,214	5,087	5,801
	Year to date	\$ 6,514	\$ 7,906	\$ 1,016,689	\$ 1,236,754	9,387	10,419

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Knights of Columbus†

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